

Message Text

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UNCLAS BRUSSELS 18777

E.O. 11652:N/A
TAGS: BEXP, BE
SUBJ: CATALOG SHOWS BUREAU 78 AND EQUIPORAMA

REF: STATE'S 204110 - CCP 78

1. EMBASSY UNDERSTANDS THAT COMMERCE MAY BE ABLE TO RECRUIT FOR PARTICIPATION WITH A CATALOG SHOW IN INTERNATIONAL EXHIBITION OF OFFICE EQUIPMENT AND COMPUTER INDUSTRY BUREAU '78 WHICH IS NOW SCHEDULED FROM SEPTEMBER 13 THROUGH 20 AT THE PALAIS DU CENTENAIRE BRUSSELS. THIS SHOW IN 1976 HAD 154 PARTICIPATING FIRMS WITH EXHIBITION SPACE COVERING 17,500 SQUARE METERS. IT FEATURES OFFICE SUPPLIES AND EQUIPMENT, OFFICE MACHINES SUCH AS TYPEWRITERS, CALCULATING MACHINES, MAILHANDLING MACHINES AND SOME ELECTRONIC EQUIPMENT. U.S. EXHIBITORS AT BUREAU 76 INCLUDED: A.B.DICK, APPLIED MAGNETICS CORP., GENERAL AUTOMATION, GENERAL BINDING CORP., HEWLETT-PACKARD, HONEYWELL BULL, IBM, MEMOREX, NASHUA, PITNEY BOWES, RANK XEROX, SPERRY REMINGTON, 3M AND WANG.

2. PER REFTTEL, IT WAS PROPOSED THAT WE PARTICIPATE IN EQUIPORAMA AT ANTWERP BY MEANS OF A CATALOG SHOW. THIS EXPOSITION SCHEDULED FOR MARCH 25-31, 1979, ALSO FEATURES UNCLASSIFIED

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BUSINESS EQUIPMENT AND SYSTEMS. IT IS ESSENTIALLY A REGIONAL TRADE FAIR DRAWING ON THE NORTHERN BELGIAN MARKET AND PORTIONS OF SOUTHERN NETHERLANDS. SEVEN U.S. EXHIBITORS TOOK PART IN THE LAST EQUIPORAMA SHOW. IT HAD 96 EXHIBITORS WITH AN EXHIBITION SPACE OF 10,000 SQUARE METERS AT ITS SHOW LAST MARCH.

3. RECOMMENDATION: IN LIGHT OF THE POSSIBILITY THAT COMMERCE WILL BE ABLE TO RECRUIT FOR BUREAU 78 DURING THE CURRENT FISCAL YEAR, EMBASSY PROPOSES THAT THE CCP FOR 1978 BE AMENDED AND THAT ACTIVITY # 8, "BUSINESS EQUIPMENT AND SYSTEMS", HAVE ADDED TO IT "PARTICIPATION IN BUREAU 78 BY MEANS OF A CATALOG SHOW". WE FURTHER RECOMMEND THAT EQUIPORAMA BE DELETED FROM THE PROPOSED FY 79 PROMOTION EVENT SCHEDULE IN VIEW OF THE PROXIMITY OF THE TWO SHOWS AND THE SOMEWHAT GREATER IMPORTANCE OF BUREAU '78. WE WILL MAKE SUBSTITUTE RECOMMENDATIONS (FY79) BY SEPTEL. CHAMBERS

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